

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/OIM/229/RTURNER, CMM/GP/JK

APPROVED BY EB/OCA/CM/BEBYRON

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EUR/IB/MDU

COM/OIM/DM/HWHEIKENEN

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R 221952Z DEC 75

FM SECSTATE WASHDC

TO AMEMBASSY MADRID

INFO AMCONSUL BARCELONA

AMCONSUL BILBAO

AMCONSUL SEVILLE

UNCLAS STATE 300474

E.O. 11652: 11652: N/A

TAGS: BEXP, SP

SUBJECT:PROPOSED PROMOTION SCHEDULE FOR FY 77

USDOC WOULD APPRECIATE POST RESPONSE TO FY 77 PROMOTION
SCHEDULE OUTLINED HEREIN:

OCTOBER 1976: 3ARCELONA CATALOG EXHIBITION AT "SALON DE LA
IMAGEN, SONIDO Y ELECTRONICA" ON ELECTRONICS.

OCTOBER 1976: TECHNICAL SALES SEMINAR ON AVIONICS AND
GROUND SUPPORT EQUIPMENT.

NOVEMBER 1976. MADRID CATALOG EXHIBITION AT "SIMO" ON
COMPUTERS AND BUSINESS EQUIPMENT.

THE TYPE IV EXHIBITION REQUESTED BY BOTH POST AND CMM FOR
"INSTRUMENTALIA" FAIR ON LABORATORY AND PROCESS CONTROL
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INSTRUMENTATION IS NOT CURRENTLY PROGRAMED, OWING TO INSUF-

FICIENT FUNDS. THERE IS SOME LIKELIHOOD, HOWEVER, SUCH
FUNDING MAY BECOME AVAILABLE. INITIAL CMM PLANNING HAS GONE
AHEAD ON THIS BASIS. SPAIN STANDS HIGH ON THE PRIORITY
"WAITING LIST" WHERE ALREADY LIMITED NUMBER OF TRADE FAIRS

IN DEVELOPED MARKET COUNTRIES ARE CONCERNED.

THERE IS EVERY LIKELIHOOD AN ADDITIONAL CATALOG EXHIBIT
AND A TRADE MISSION OR TSS MAY BE ADDED FOR FY 77. WITH
THIS IN MIND, WE WOULD APPRECIATE POST SUGGESTIONS ON
WHAT ITS THEME PRIORITIES WOULD BE TO INTERFACE WITH
THOSE SPECIAL TRADE PROMOTIONS.

THE POSSIBILITY OF A SPRING ISP IN FY 77 IS CONTINGENT ON
BUDGET (NONE HAS BEEN SET ASIDE AT THIS TIME) AND EL CORTE
INGLES WILLINGNESS TO SIGN A LETTER OF INTENT. IN LATTER
EVENT, CMM WOULD REQUEST BUDGET. LOCAL INTEREST WILL
HAVE TO BE STRONG FOR CMM ACTION TO BE SUCCESSFUL. KISSINGER

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Event:
Disposition History: n/a
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Document Unique ID: 00
Drafter: OIM/229/RTURNER, CMM/GP/JK
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TAGS: BEXP, SP
To: MADRID
Type: TE
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